

American Black Walnut

*"The Aristocrat of
American Hardwoods"*



AMERICAN
WALNUT ASSOCIATION

1404 Starks Building
Louisville, Ky.

American Walnut Association
1915

AMERICAN WALNUT HAS COME BACK.

It has been a matter of great satisfaction to lovers of fine woods to see the return of American Black Walnut, properly described as "the aristocrat of American hardwoods," to popular favor.

After having permitted it to be used in the fine furniture and woodwork of connoisseurs of other countries for years, the American public has waked up to the unique value of the material, and it has rapidly come to the front again in furniture, pianos, store fixtures, interior trim, etc.

Unique in Good Qualities.

Few if any other woods have so many good qualities as walnut, and it has been the favorite of practical cabinet makers for generations. It is not only beautiful in appearance, having a rich brown color which is both attractive and distinctly "livable," but it is mild in texture and easily worked. It shapes readily, does not split or warp, can be used with metal without deteriorating, and refinishes splendidly. Its use in such exacting work as gunstocks, aeroplane propellor parts, telephone boxes, automobile steering-wheel rims, etc., is not only proof positive of special qualities of value, but demonstrates character fitting it for almost any kind of work for which a high-grade wood is demanded.

The explanation of its having been less prominent in the domestic field during the past generation is found in the unintelligent methods used in finishing it. The great mistake was made of finishing it too dark, and piling on the varnish until the real beauty of the wood was lost. At that day, also, designers of furniture succumbed to the allurements of over-embellishment, and the reaction against heavy finishes and excessive ornamentation included the use of the material which had been the victim of these mistaken ideas.

Approved Abroad.

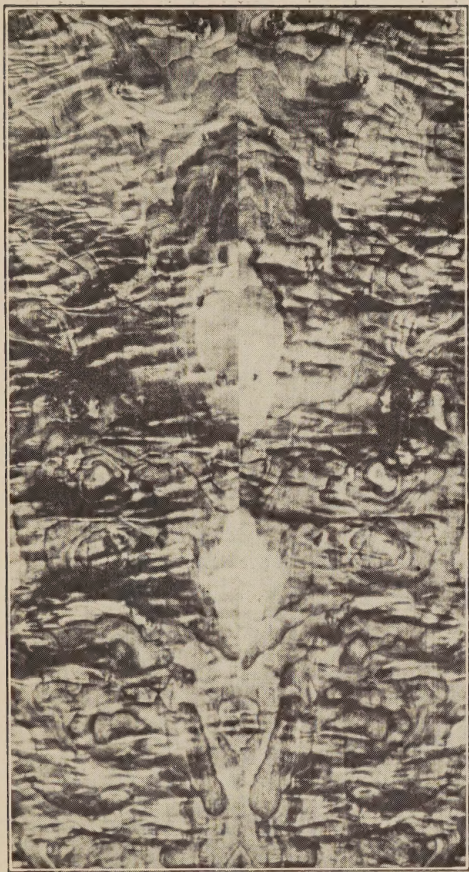
But while Americans ceased for a time to use walnut, foreign buyers, realizing its remarkably fine qualities, continued to take all that American producers could furnish. Hence those interested in the wood, having a ready market for their product, permitted the domestic trade to lose sight of it, and finally the idea took root that walnut had disappeared, and that the supply had become exhausted.

This was, of course, a very erroneous idea. Government reports show that 50,000,000 feet a year has been produced right along, and under pressure the supply may be increased to a much larger amount. It is true that there are no longer great forests of walnut, but on the other hand the tremendous area in which it is found is the best possible insurance of a continuance of the supply. It is produced in small lots, which are scattered over a wide territory, and each season sees the production steadily maintained, so that users have no reason to fear a reduction in the supply.

Veneer and Panels.

Walnut is available in any form that is desired, both lumber and veneers being manufactured in large quantities. Handsome figured and burl walnut may be had for uses where fancy effects are desired, and, in fact, some remarkably beautiful panels have been manufactured recently for use in store fixtures, wall panels for banks and public buildings, etc.

The tendency to resume the use of walnut in furniture manufacturing, which became pronounced late in 1912 and early in 1913, was immensely stimulated by the opening of the war. The reason for this was that the war greatly reduced importations of Circassian Walnut, and the natural substitute was American Walnut. Besides, it had become evident that the public was tiring of golden, reddish and black tones, and that a brown wood was the logical



Fancy Figured Walnut Panel.

selection. American Walnut is conceded to be the handsomest brown wood in the world, and hence there was every reason to expect that it would leap into prominence again. This is exactly what has happened. Manufacturers and consumers, architects and owners have alike been impressed with the eminent desirability of the wood, and its success has been phenomenal.

Cost Is Moderate.

The cost of walnut is moderate. In view of the fact that labor and other expenses connected with manufacturing and selling invariably form the greater portion of the cost of an article to the ultimate consumer, the increase in the cost of furniture made of walnut, or an interior finished that way, in preference to any other wood, is extremely slight. And when the satisfaction of having walnut is considered, the difference in the results is such as to warrant a very much greater outlay than is actually necessary.

Comments of some of the leading trade periodicals on the subject of walnut may be of interest in this connection.

Trade Paper Comments.

Hardwood Record, Chicago: "Furniture manufacturers and dealers realized three or four years ago that walnut properly finished would make furniture that would have characteristics of beauty possessed by no other wood. Walnut advocates can justly claim that its rich brown has a peculiar softness that makes its own appeal."

Veneers, Indianapolis: "Furniture manufacturers who have been bemoaning the lack of another good wood to work with mahogany appear to have decided that American Walnut is what they have been looking for, judging by the display of the wood at the furniture shows and by the enthusiasm with which it has been received by the dealers."

Canadian Woodworker, Toronto: "American Walnut has been given a warm reception. Of course, the time was ripe for this wood; Circassian this season is scarce and high on account of the war, and brown woods are being popularized anyway. But, aside from all that, the furniture manufacturers who are now playing up American Walnut as one of their 'best bets' undoubtedly did so as much because they were looking for new things in all directions in their business as because they thought that walnut could come back. The way furniture makers are using American Walnut seems to indicate that when the war is over there will be no need to develop the export market which formerly absorbed the material, as the domestic demand should be ample to take care of the supply."

Furniture Manufacturer & Artisan, Grand Rapids: "The best authorities agree that about 50,000,000 feet has been the annual production for several years past and that it is possible to continue this for a good many years. American Black Walnut is the best of cabinet woods, as at one time it was the most popular. It is reliable, readily worked, durable, not particularly subject to scratches or mars when well finished, takes finish readily and holds its color."

Music Trades, New York: "In color and markings there is no more beautiful wood in the world than American Burl Walnut, especially the veneers cut from old walnut trees. For Americans this wood has a sort of patriotic significance, from the fact that it is the peculiar product of our continent."

Furniture Record, Grand Rapids: "A noteworthy development in connection with the new period designs which are now being shown by leading furniture manufacturers is the use to which American Walnut is being put. As a matter of fact, a correct and faithful reproduction of many period styles necessitates the use of this wood, inasmuch as it was utilized in the originals. But, aside from this, the character and tone of walnut seem to fit into the design perfectly, and to harmonize with it so as to produce artistic

unity. The dignified, rich coloring of the wood and its quiet yet aristocratic appearance combine with the elegant and correct lines of period designs to create an impression of perfect taste and thorough harmony."

Furniture Journal, Chicago: "Today American Walnut is again coming into favor, and it is found to be most splendidly adapted for furniture of real beauty and correct design, which modern taste demands."

Walnut in Furniture Making.

American furniture manufacturers have put the seal of their approval on the use of walnut. They have long realized that it possessed the qualities demanded of a high-grade cabinet wood, and having been convinced of the ample supply, and realizing the demand for a brown wood of quality, they have lost no time in giving the public an opportunity to return to the use of furniture made of this splendid material.

Leading retailers all over the country are now selling walnut furniture, and consumers who desire to beautify their homes with articles of this wood should have no difficulty in finding a wide range from which to make selections in stores of the better kind. Walnut is now as staple as oak and mahogany, and retailers have appreciated the large place which it is capable of filling in the trade.

Feature of Shows.

Since 1913 walnut has been a big feature of the semi-annual furniture exhibitions in Grand Rapids, New York, Chicago and elsewhere. The manufacturers introduced the wood gradually, but having found that it was taking well, most of the leading concerns of the country are now featuring it, making numerous patterns in this wood.

A conspicuous example of the way in which walnut is being featured by leaders in the furniture trade is the Knoleworth line of the Berkey & Gay Furniture Company, of Grand

Rapids. This is a period design including several hundred different pieces, all of which are made of walnut. Other famous furniture builders have likewise given American Walnut a place of prominence in their line.

Just prior to a recent exhibition a number of furniture concerns were canvassed on the subject of walnut, and the following expressions are significant of their attitude on this subject:

What Leaders Say.

Berkey & Gay Furniture Company, Grand Rapids: "We have been showing the largest line of walnut furniture made in this country for some seasons. We are having good sales in our walnut furniture, and see no reason why it should not continue to grow."

Nelson Matter Furniture Company, Grand Rapids: "We are using American Walnut, and are entirely satisfied with it."

S. Karpen & Bros., Chicago: "We are pleased to advise that we intend exhibiting some of our samples in American Walnut. We consider this wood a most desirable Cabinet Wood, and are convinced that there is a growing demand for it in America."

Widdicomb Furniture Company, Grand Rapids: "We have used American Walnut in the manufacture of chamber furniture for a number of years, and shall undoubtedly continue to use it."

Criswell Furniture Company, Grand Rapids: "We expect to continue showing American Walnut with a number of additions over the line we showed last season. The line we have made in the past has sold very well, and the demand is growing stronger."

Coye Furniture Company, Stevens Point, Wis.: "We will exhibit quite a line of American Walnut in the Chicago market. We are having a very strong trade in this wood, and believe it to be superior to Circassian Walnut for the American trade."

Is on the Increase.

A. C. Norquist Company, Jamestown, N. Y.: "We are making American Walnut furniture; it is increasing with us, and we think it will be so more and more."

Johnson Chair Company, Chicago: "We expect to show a great many more samples of chairs made in American Walnut this year than we did last, which in itself is an indication that there is a growing demand for this wood."

Woodward Furniture Company, Owosso, Mich.: "We expect to show quite a number of new patterns in American Walnut. We think the sale for American Walnut furniture is growing, while that of Circassian is decreasing."

Carrollton, Ky., Furniture Manufacturing Company: "We expect to show a large line of American Walnut furniture. We sell a great deal of walnut furniture."

Western Furniture Company, Batesville, Ind.: "We will exhibit some American Walnut furniture. We have had a nice business on the pieces we have been making in American Walnut."

The H. Lauter Company, Indianapolis, Ind.: "We expect to show American Walnut samples. We have just lately offered American Walnut to the trade, and it is taking very well."

Aulsbrook & Jones Furniture Co., Sturgis, Mich.: "We will show several suites in American Walnut, and feel quite certain that the trade will give this wood favorable consideration. We have secured enough business to feel justified in showing a larger line this season."

Phoenix Furniture Company, Grand Rapids, Mich.: "We have been showing bed-room, dining-room and living-room furniture in American Walnut at the last two exhibitions, and will increase our line in this wood considerably. We have been selling a great deal of American Walnut; in fact, during the last six months it has been outselling mahogany by a considerable margin. American Walnut is an excellent



No Scarcity of Wide Boards Here.

medium, particularly for the English Seventeenth and Early Eighteenth Century periods."

Peru, Ind., Chair Company: "We expect to show a considerable number of pieces in American Walnut. Our experience leads us to believe that American Walnut is gaining in popularity right along in bed-room furniture."

John Widdicomb Company, Grand Rapids: "At the present time American Walnut is in favor, but Circassian is not in quite the demand it was a few months ago."

Partial List of Users.

Owing to the rapid increase in the number of concerns using walnut for furniture manufacturing, it would be impossible to give a complete list. However, the following partial list includes a great many, in addition to those quoted above, which have featured the wood particularly, and is representative in that respect:

Abernathy Furniture Company, Leavenworth, Kan.
Ahdawagan Furniture Company, Grand Rapids, Mich.
Alma Furniture Company, High Point, N. C.
Alt & Batsche Mfg. Company, Grand Rapids, Mich.
American Chair Mfg. Company, Halstead, Pa.
American Cuckoo Clock Company, Philadelphia Pa.
American Furniture Company, Batesville, Ind.
Atlas Furniture Company, Grand Rapids, Mich.
Banta Furniture Company, Goshen, Ind.
John S. Bradstreet Company, Minneapolis, Minn.
Brookville Furniture Company, Brookville, Ind.
Butler Manufacturing Company, Syracuse, N. Y.
C. H. Campbell Furniture Company, Philadelphia, Pa.
Chautauqua Cabinet Company, Mayville, N. Y.
Coats Manufacturing Company, Wellsville, N. Y.
Connersville Furniture Company, Connersville, Ind.
L. C. & W. L. Cron Company, Piqua, Ohio.
Danziger Furniture Company, Shelbyville, Ind.
DeLuxe Furniture Company, Chicago, Ill.
Estey Manufacturing Company, Owosso, Michigan.
J. W. Gillis Company, Rochester, N. Y.
Grand Rapids Furniture Company, Grand Rapids, Mich.
Hannahs Manufacturing Company, Kenosha, Wis.
F. W. Hanpeter Furniture Company, St. Louis, Mo.
Louis Hanson Company, Chicago, Ill.
Hawks Furniture Company, Goshen, Ind.
Imperial Furniture Company, Grand Rapids, Mich.
Indianapolis Chair & Furniture Company, Aurora, Ind.
Jamestown Table Company, Jamestown, N. Y.

A. J. Johnson Furniture Company, Chicago, Ill.
Johnson Furniture Company, Grand Rapids, Mich.
Keene Brothers, London, Ontario, Can.
Lincoln Chair Company, Columbus, Ind.
Lincoln Furniture Company, Philadelphia, Pa.
Marstall Furniture Company, Henderson, Ky.
Marvel Furniture Company, Jamestown, N. Y.
Geo. McLagan Furniture Company, Stratford, Ontario,
Can.
J. L. Metz Furniture Company, Chicago, Ill.
Michigan Furniture Company, Ann Arbor, Mich.
John A. Miller Company, New York City.
Robert Mitchell Furniture Company, Cincinnati, Ohio.
O'Mara Parlor Frame Company, Chicago, Ill.
Orinoco Furniture Company, Columbus, Ind.
Ottawa Furniture Company, Holland, Mich.
D. T. Owen & Co., Cleveland, Ohio.
Perrine Furniture Company, Rochester, N. Y.
Rushville Furniture Company, Rushville, Ind.
Salamanca Furniture Works, Salamanca, N. Y.
Sligh Furniture Company, Grand Rapids, Mich.
Spencer & Barnes Company, Benton Harbor, Mich.
Star Furniture Company, Jamestown, N. Y.
Steinman & Meyer Furniture Company, Cincinnati, O.
Stout Furniture Company, Salem, Ind.
Stout-Mehornay-Duckwall Company, Salem, Ind.
C. F. Thauwald Company, Cincinnati, Ohio.
Thompson Mfg. Company, Holland, Mich.
Tickell & Sons Company, Belleville, Ontario, Can.
Tipp Furniture Company, Tippecanoe City, Ohio.
Udell Works, Indianapolis, Ind.
Union Furniture Company, Batesville, Ind.
Varner Furniture Company, St. Joseph, Mo.
Wabash Cabinet Company, Wabash, Ind.
Ward Furniture Company, Ft. Smith, Ark.
Warren Furniture Company, Warren, Pa.
West Michigan Furniture Company, Holland, Mich.
White Furniture Company, Mebane, N. C.
Wichita Furniture Company, Wichita, Kan.
J. C. Widmon & Co., Detroit, Mich.
Wilson Furniture Company, Louisville, Ky.
Winnebago Furniture Company, Fond du Lac, Wis.
Wisconsin Chair Company, Port Washington, Wis.
Wolverine Mfg. Company, Detroit, Mich.
Woodward Furniture Company, Owosso, Mich.

Walnut As an Architectural Material.

Leading architects all over the country have been specifying American Black Walnut for use in buildings in which dignity, unusual appearance and "class" were desired. These structures have included high-grade store buildings, public edifices of various kinds, office buildings, hotels, fine residences and the like.

The reason walnut is particularly appropriate for use in buildings of some pretensions is that it possesses in the highest degree a combination of qualities, all of which are desirable in a building material. In the first place, it has beauty, and yet it is not extreme in appearance. It is the sort of wood that one can see every day, and never grow tired of, while it is rich and subdued in tone, thus suggesting the quiet elegance which is the *motif* of leading architectural work of today.

In connection with its use in public buildings, its ability to stand hard use and the ease with which it may be refinished are important. Many woods show plainly the effects of wear, and after a few years lose much of the attractive appearance which they formerly possessed. Walnut, on the contrary, improves under use, because it wears smooth, retains its splendid coloring, and, as indicated, may be refinished without difficulty. This is a point which appeals particularly to the designer of a public building, where the interior woodwork will be exposed to careless and often rough use.

A Distinctive Wood.

While walnut has been used recently in a large number of important buildings, it is nevertheless distinctive and out of the ordinary. The structure which is finished in this material attracts attention. It stands out from ordinary woods, and excites comment and remark. Getting away from the conventional, and creating a rich and unusual atmosphere by the use of a striking and aristocratic wood, are results which may be well worth striving for, especially

when they may be obtained without adding substantially to the cost of the building.

Walnut is not a cheap wood, and will never be. Its intrinsic value, as compared with other materials, will necessarily keep its price well at the top among woods. But when one considers that the addition to the total cost produced by the use of walnut is extremely small, and that the results to be obtained are decidedly out of the ordinary, the difference does not seem great enough to warrant much attention. Compared with mahogany, quartered oak and other high-grade woods suitable for interior trim, walnut is not expensive.

Architects are, of course, aware of the natural influence exerted on building interiors by furniture design. At present nearly two hundred leading furniture manufacturers are making walnut, and hence it is in keeping that many interiors should be treated the same way.

Some Typical Buildings.

The Cleveland Leader Building, designed by Charles A. Platt, 11 East 24th street, New York, is trimmed in walnut throughout. This is a 15-story office building of the highest type.

The New Miami Hotel, Dayton, O., designed by H. L. Stevens & Co., Chicago, is finished with American Walnut, which is also the material used in the manufacture of the furniture.

The William Penn Hotel, Pittsburgh, is furnished throughout in American Walnut.

The Marshall Apartments, 1550 North State Parkway, Chicago, designed for Mr. B. M. Marshall by the well-known firm of Marshall & Fox, Chicago, contains a considerable amount of American Black Walnut in the form of interior trim.

Albert Turner, a prominent architect of Kansas City, Mo., designed a residence for his own use in which walnut is made use of to good advantage.

As suggested, walnut has been prominent in the interior trim of many hotels. The new

Hotel Statler, of Detroit, the third of this name, which was designed by George B. Post & Sons, 101 Park avenue, New York, is furnished throughout in American Black Walnut. The decorative features were in the hands of Mr. Louis Rorheimer, of the Rorheimer-Brooks Studio, Cleveland, O.

Favored for Hotels.

Other hotels in which walnut is used for finishing lobby, cigar-stand, grill-room, etc., or in the furniture, include the Baltimore Hotel, Kansas City, first floor and dining-room furniture; Adolphus Hotel, Dallas, Tex., designed by Tom P. Barnett, St. Louis, finished in walnut throughout, including interior trim and furniture; Blackstone Hotel, Chicago, designed by Marshall & Fox, Chicago, part of first floor and dining-room furniture; Hotel Galvez, Galveston, Tex., designed by Mauran-Russell, St. Louis, part of first floor and dining-room furniture; Hotel Jefferson, St. Louis, designed by Tom P. Barnett, St. Louis, dining-room furniture; Seelbach Hotel, Louisville, Ky., grill-room and furniture; Congress Hotel Annex, Chicago, dining-room furniture.

The home office building of the Northwestern Mutual Life Insurance Company, Milwaukee, Wis., designed by Marshall & Fox, Chicago, is treated with American Walnut, part of the interior trim and part of the furniture being of this material.

The "Made in the U. S. A." movement has become strong during the past year or two, and there are many good reasons why, other things being equal, the products of this country should be used, rather than the imported article. Inasmuch as the quality of American Black Walnut has been demonstrated for generations by its exportation and use in the finest buildings of the Old World, there is every reason why American architects should give it preference in designing their buildings of the first class in this country, and why American owners should be proud to use it.



Grill Room in Seelbach Hotel, Louisville, Ky.

THINGS TO REMEMBER ABOUT WALNUT.

American Black Walnut is plentiful—50,000,000 feet a year is produced, according to U. S. Government statistics.

It is used for furniture manufacturing, interior trim, store fixtures, caskets, automobile interiors, automobile steering-wheel rims, and everything that a high-grade cabinet wood is needed for.

Nearly 200 furniture manufacturers are now using walnut, and retail dealers everywhere are selling it.

Leading architects are using it in their finest buildings.

American black walnut should be finished brown—as near the natural color of the wood as practicable. Be sure not to get it too dark.

Figured walnut may be had for special uses, such as large panels for store fixtures and interiors. Burl walnut is also easily available.

The price of walnut is moderate, and anybody who can afford to use mahogany or oak can also afford to use American Black Walnut.

Walnut is the “aristocrat of American hardwoods.”

LEADING WALNUT MANU- FACTURERS.

**East St. Louis Walnut Company,
East St. Louis, Ill.**

**Theodor Francke Erben, G. m. b. H.,
Cincinnati, Ohio.**

Geo. W. Hartzell, Piqua, Ohio.

**Long-Knight Lumber Company,
Indianapolis, Ind.**

**H. A. McCowen & Co.,
Louisville, Ky.**

**Penrod Walnut & Veneer Company,
Kansas City, Mo.**

**Pickrel Walnut Company,
St. Louis, Mo.**

Frank Purcell, Kansas City, Mo.

**Sanders & Egbert Company,
Goshen, Ind.**

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Why Be Satisfied With
Ordinary Woods When
You Can Get

W A L N U T ?